IN THE CLAIMS

This listing of the claims should replace all prior versions:

1. (Currently amended) An apparatus for event-driven content analysis <u>of a captured</u> <u>interaction</u>, within a computerized system having a processing unit and a storage unit, the apparatus comprising the elements of:

a media type selector component to select a type of an interaction media inputted for analysis from an at least one interaction recording or storage device;

a pivot spot definer component to mark an at least one <u>time</u> position in the interaction media to indicate the occurrence of an at least one pre-defined event or data item;

a region of interest definer component <u>to define a region of interest to</u> determine the <u>time</u> limits of an at least one segment of the interaction<u>, the segment containing</u> ~~associated with~~ the ~~location~~ <u>time position</u> of ~~the~~ <u>a</u> pivot spot.

2. (Original) The apparatus of claim 1 further comprising a content analysis input selector component to determine an at least one input or parameter for an at least one analyzer component.

3. (Currently amended) The apparatus of claim 1 further comprises an analysis type selector component to identify and to select an at least one analyzer component type for determining the [[R]]<u>r</u>egion of [[I]]<u>i</u>nterest.

4. (Currently amended) The apparatus of claim 1 further comprising an audio analyzer component for performing an analysis on the media selected by the media selector component in a location adjacent to the pivot spot identified by the pivot spot define[[d]]<u>r</u> component.

5. (Currently amended) The apparatus of claim 1 further comprising an analyzer component for performing an analysis on the media selected by the media selector component in a location adjacent to the pivot spot identified by the pivot spot definer

component using an analyzer selected by the analysis type selector using parameters fed to, or selected by ~~the~~ a content analysis input selector component.

6. (Currently amended) The apparatus of claim 1 further comprising an analyzer component for performing an analysis on the media selected by the media selector component within the region of interest identified by the region of interest definer component using an analyzer selected by ~~the~~ an analysis type selector using parameters fed to, or selected by the content analysis input selector component.

7. (Original) The apparatus of claim 1 wherein the region of interest defined by the region of interest definer component further comprises an optimization component for optimizing the region of interest.

8. (Original) The apparatus of claim 1 further comprises a content analysis inputs table to hold in storage the at least one selectable input values.

9. (Currently amended) The apparatus of claim 1 further comprises ~~the element of~~ an audio analyzer component to analyze the audio elements of the interaction data.

10. (Currently amended) The apparatus of claim 1 further comprises a computer telephony interface events analyzer component to identify and capture at least one ~~common~~ computer telephony integration events ~~associated~~ occurring during ~~with~~ the interaction ~~data~~.

11. (Currently amended) The apparatus of claim 1 further comprises a screen event analyzer component to identify ~~and capture an at least one screen and~~ an at least one screen event associated with the interaction data and capture at least one screen based on the screen event.

12. (Original) The apparatus of claim 4 wherein the audio analyzer component further comprises the elements of:

a word spotting component to locate and identify pre-defined terms or patterns in the speech elements of the interaction data;

an emotion analysis component to locate and identify positive or negative emotions in the interaction data; and

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a talk analyzer component to identify and locate specific pre-defined speech events in the speech elements of the information data.

13. (Original) The apparatus of claim 1 further comprising an analysis module for performing an analysis on the media.

14. (Original) The apparatus of claim 1 wherein the interaction is one of the following: a telephone call, and e-mail message, an audio recording, a video, multimedia data or an interaction media.

15. (Original) The apparatus of claim 14 wherein the interaction media is at least one data packet carrying voice or other media over internet protocol.

16. (Original) The apparatus of claim 1 wherein the region of interest is a specific segment of the interaction media that is analyzed to extract meaningful interaction-specific information in an organization.

17. (Currently amended) The apparatus of claim 1 wherein the interaction meta-data relates to [[is]] an at least one computer telephony integration_event_or CRM event occurring during the interaction.

18. (Original) The apparatus of claim 1 wherein the interaction meta-data is associated with the at least one screen event.

19. (Currently amended) A method for event-driven content analysis, within a computerized system having a processing unit and a storage unit, the method comprising the steps of:

determining an at least one pivot spot, being a time position, on an interaction media between an organization and a customer associated with an at least one event associated with the interaction media to be analyzed;

determining the time limits of the at least one segment of the interaction media to be analyzed, said limits defining an initial region of interest within the interaction;

optimizing the initial region of interest by performing an at least one analysis instruction step within the initial region of interest and readjusting the initial region

<u>of interest in accordance with a result of the at least one analysis instruction step, to</u>

<u>obtain a region of interest;</u> and

executing an at least one analysis instruction step on the ~~at least one segment of~~ ~~the interaction media~~ <u>region of interest</u>.

20. (Original) The method of claim 19 further comprising the step of selecting an interaction media to analyze.

21. (Original) The method of claim 19 further comprising the step of selecting a method for the analysis of the at least one interaction media based on the at least one event associated with the interaction.

22. (Original) The method of claim 19 further comprising the step of selecting a method for the analysis of the at least one interaction media based on the result of a previously performed analysis.

23. (Original) The method of claim 19 further comprising the step of selecting the parameters to be used in the at least one analysis instruction step on the at least one segment of the interaction media.

24. (Cancelled).

25. (Original) The method of claim 19 wherein the region of interest is predetermined by a user or an apparatus.

26. (Original) The method of claim 19 further comprises the steps of receiving interaction data and associated meta-data from an at least one interaction.

27. (Original) The method of claim 19 wherein the at least one analysis instruction step comprises the step of analyzing the speech elements of the interaction data for the presence of pre-defined words or phrases.

28. (Original) The method of claim 19 wherein the at least one analysis instruction step comprises the step of analyzing the speech elements of the interaction data to detect positive and negative emotions.

29. (Original) The method of claim 19 wherein the at least one analysis instruction step comprises the steps of analyzing the speech elements of the interaction data for pre-defined speech patterns.

30. (Currently amended) The method of claim 19 further comprises the steps of

identifying an at least one pre-defined computer telephony ~~integrated~~ <u>integration</u> event in the interaction data; and

identifying an at least one pre-defined screen event in the interaction data.

31. (Original) The method of claim 19 further comprising the steps of:

determining the execution sequence of the content analysis steps; and

selecting at least one input to an at least one content analysis step to provide for the optimized performance of the analysis step.

32. (Original) The method of claim 19 further comprises performing an at least one content analysis step during the capturing of the interaction data and the interaction meta-data.

33. (Original) The method of claim 19 further comprising the step of adjusting the at least one pivot spot or region of interest on the interaction media.

34. (New) The apparatus of claim 1 wherein the pivot spot is determined using at least one item selected from the group consisting of: a Computer Telephony Integration event; a screen event; an emotional level; and a spotted word.

35. (New) The method of claim 19 wherein the pivot spot is determined using at least one item selected from the group consisting of: a Computer Telephony Integration event; a screen event; an emotional level; and a spotted word.

36. (New) The apparatus of claim 1 wherein optimizing the region of interest is set according to a predetermined length, speaker separation, audio analysis, event analysis, a Computer Telephony Integration event analysis, CRM event analysis, a screen event; an emotional level, or a spotted word.

37. (New) The method of claim 19 wherein optimizing the region of interest is set according to a predetermined length, speaker separation, audio analysis, event analysis, a Computer Telephony Integration event analysis, CRM event analysis, a screen event; an emotional level, or a spotted word.

38. (New) The apparatus of claim 1 wherein the captured interaction is between an agent and a customer.

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39. (New) The method of claim 19 wherein the interaction media captures an interaction between an agent and a customer.

40. (New) The method of claim 19 wherein optimizing the initial region of interest is performed by choosing less resource extensive analysis to be performed prior to more resource extensive analysis.

41. (New) The method of claim 19 wherein the method is used for detecting customer churn indications, wherein the pivot spot is defined using a CTI hold event or a cancellation-related screen event; and wherein the region of interest is defined using emotion analysis or word spotting.

42. (New) The method of claim 19 wherein the method is used for verifying that an agent requested a customer's permission to put the customer on hold, wherein the pivot spot is the time the agent put the customer on hold, the initial region of interest is the whole interaction, and wherein the region of interest is defined by a first predetermined number of seconds prior to the pivot spot and a second predetermined number of seconds following the hold.

43. (New) The method of claim 19 wherein the method is used for measuring the effectiveness of a promotion offer to a customer requesting the termination of the service, wherein the pivot spot is the time of a screen event related to offering a promotion or to an account being saved or lost, and wherein the region of interest is defined by a first predetermined number of seconds prior to the pivot spot.

44. (New) An apparatus for event-driven content analysis of a captured interaction, within a computerized system having a processing unit and a storage unit, the apparatus comprising the elements of:

    a media type selector component to select a type of an interaction media inputted for analysis from an at least one interaction recording or storage device;

    a pivot spot definer component to mark an at least one time position in the interaction media to indicate the occurrence of an at least one pre-defined event or data item;

an analysis type selector component to identify and to select an at least one analyzer component type for determining a region of interest or for analyzing the region of interest;

an analyzer component for performing an analysis on the media selected by the media selector component in a location adjacent to the pivot spot, or in the region of interest;

a content analysis input selector component to determine an at least one input or parameter for the at least one analyzer component; and

a region of interest definer component to determine the time limits of an at least one segment of the interaction, the segment containing the time position of the pivot spot, the region of interest definer component comprising comprises an optimization component for optimizing the region of interest.

45. (New) A method for event-driven content analysis, within a computerized system having a processing unit and a storage unit, the method comprising the steps of:

receiving interaction data and associated meta-data from an at least one interaction;

determining an at least one pivot spot, being a time position, on an interaction media associated with an at least one event associated with the interaction;

selecting a first method for the analysis of the at least one interaction media based on the at least one event associated with the interaction;

determining the time limits of the at least one segment of the interaction media to be analyzed, said limits defining an initial region of interest within the interaction;

optimizing the initial region of interest by performing an at least one analysis instruction step within the initial region of interest and readjusting the initial region of interest in accordance with a result of the at least one analysis instruction step, to obtain a region of interest;

selecting a second method for analyzing the region of interest; and

analyzing the region of interest using the second method.